

Message Text

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E.O. 11652: N/A

TAGS: BEXP SP

SUBJ: GLOBAL MARKET RESEARCH (GMR): AIR AND WATER PURIFICATION AND
POLLUTION CONTROL EQUIPMENT-SPAIN

REF: STATE A-4497, MADRID 3649, USDOC 8878

1. AS INSTRUCTED POST DISTRIBUTED SPECIFICATIONS SUBJECT STUDY TO
LOCAL CONSULTANTS. ONE SUBMITTED PROPOSAL FORWARDED VIS
INTERNATIONAL AIR MAIL JUNE 24.

2. SPANISH ADVISORY SERVICE FEE FOR STUDY PESETAS 287,100 (APPROX
US \$5015 AT CURRENT EXCHANGE RATE) FOR SPAIN ALONE. MINIMUM 44
PERSONAL INTERVIEWS DISTRIBUTED; END-USERS 20, GOVERNMENT AGENCIES 12,

MANUFACTURERS 4, IMPORTERS 3, MISC. 5. AGREES TO SCHEDULE AS AMENDED
BY USDOC 8878.

3. SPANISH ADVISORY SERVICE RECENTLY COMPLETED GMR ON METAL-
WORKING AND FINISHING EQUIPMENT AND CURRENTLY PREPARING STUDY ON
FOOD PROCESSING AND PACKAGING EQUIPMENT (FPP) FOR COMMERCE. POST
BELIEVES QUALITY OF WORK SPEAKS FOR ITSELF AND IS CONFIDENT SAME HIGH
STANDARDS WILL BE MAINTAINED OR EXCEEDED.

4. RECOGNIZING IMPORTANCE OF LEGISLATION IN PROMOTING THIS INDUSTRY
CONTRACTOR HAS PLANNED EXTENSIVE INTERVIEWS WITH LOCAL AND NATIONAL
GOVERNMENT OFFICIALS. DUE TO RELATIVE NEWNESS OF INDUSTRY CON-
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TRACTOR BELIEVES MINIMUM 44 INTERVIEWS NEEDED TO ASCERTAIN MARKET.

THIS IS LARGER THAN USUAL 20 TO 30 INTERVIEWS REQUIRED FOR PREVIOUS GMR STUDIES AND MAIN REASON FOR BUDGET EXCEEDING COMMERCE TARGET.

5. POST AGREES THAT EXTENSIVE INTERVIEWS REQUIRED SINCE IN MANY CASES CONTRACTOR WILL BE BREAKING NEW GROUND. WATER AND AIR POLLUTION GIVEN CONSIDERABLE ATTENTION BY LOCAL MEDIA AND GOVERNMENT REALIZES IT MUST DO SOMETHING TO COMBAT WHAT ARE IN MANY CASES INTOLERABLE SITUATIONS. HOWEVER, AT PRESENT GOVERNMENT NOT SURE WHICH COURSE OF ACTION TO TAKE.

6. ALSO, BECAUSE OF PRIME IMPORTANCE GOVERNMENT PLANS FOR THIS AREA, POST BELIEVES LOCAL CONTRACTOR UNIQUELY SUITED TO STUDY AND THAT CONTRACTORS LOCATED IN OTHER COUNTRIES WOULD NOT HAVE SAME ACCESS TO KEY GOVERNMENT OFFICIALS.

7. POST NOTES THAT PRINCIPAL PROJECT OFFICER, LUIS MUNOZ COBO, IS INDUSTRIAL ENGINEER WITH EXTENSIVE EXPERIENCE IN WATER PURIFICATION SYSTEMS AND CONTROL AND TREATMENT OF EFFLUENTS.

8. CONSIDERING ALL FACTORS POST STRONGLY RECOMMENDS AWARDED THIS VERY AMBITIOUS STUDY TO SPANISH ADVISORY SERVICE.

9. POST SUGGESTS EXCHANGE RATES USED BY POST IN ITS REPORTING BE SUBSTITUTED FOR THAT GIVEN IN APPENDIX J OF SPECIFICATIONS: 1970-70 PESETAS; 1971-70 PTAS; 1972- 66.50 PTAS; 1973 AND FUTURE- 57 PTAS. POST HAS USED THESE FOR ALL CERP REPORTING OVER LAST FIVE YEARS, AND BELIEVES IT NECESSARY TO MAINTAIN CONSISTENCY WITH CONTRACTED STUDIES. CONTRACTOR HAS USED POST'S EXCHANGE RATES FOR PREVIOUS AND CURRENT GMR WORK FOR COMMERCE.
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